It's 27.54 pct. of registrations, lowest since 1979

Import market share slips for year

By Jenny L. King
Staff Writer

Registrations of new imported cars in 1983 dropped to their lowest level of total-market penetration in four years, according to the AUTOMOTIVE NEWS analysis of R. L. Polk & Co. registrations.

Imports claimed 27.54 percent of last year's market in the U.S., down from a record 29.26 percent in 1982 and weakest since 1979 when the imports' share was just 22.63 percent.

New imports totaled 2,457,357 in 1983, up 8.32 percent from 2,268,631 the preceding year.

December import registrations of 238,581 were up 13.16 percent from 210,832 a year earlier. For the month, they captured 26.23 percent of the market, down from 27.54 percent in December of 1982.

Five of the top 10 imports improved their market positions in December as an equal number found themselves slipping. Honda advanced 1.37 percentage points, to 16.77 percent from 15.40 percent. It was the only major Japanese auto maker to report a gain.

The other winners were European: Volvo, up 0.92 percentage points; Mercedes-Benz, up 0.38 percentage points; BMW, up 0.01 percentage points, and Audi, up 0.30 percentage points.

• Top importer Toyota lost 1.58 percentage points, Nissan was down 1.79 percentage points, Mazda dipped 0.96 percentage points, Volkswagen was down 0.15 percentage points and Subaru was down 0.15 percentage points.

Ten imports claimed 88.12 percent of the import market in December, down from 89.77 percent 12 months earlier.

For all of 1983, five makes were up, five off. As of December, Honda was up for the entire year, by 0.02 percentage points. Honda registrations include numbers for Accords built in this country. Nissan scored a greater calendar-year success: Up 0.67 percentage points, to 20.92 percent from 20.25 percent.

In 1983, Volvo increased its share of the market by 0.52 percentage points, Mercedes-Benz was up 0.08 percentage points and BMW was up 0.12 percentage points.

Losing ground were: Toyota, down 1.31 percentage points; Mazda, down 0.09 percentage points; Subaru, down 0.19 percentage points; VW, down 0.80 percentage points, and Audi, down 0.12 percentage points.

Ten imports accounted for 88.86 percent of the 1983 import market, down from 89.96 percent in 1982.

Japanese cars represented 72.97 percent of the import market in December, 1983, down steeply from 77.61 percent a year earlier. German-built cars climbed to 12.23 percent from 11.60 percent, U.S. imports (including VW Rabbits and Honda Accords) rose to 6.32 percent from 3.58 percent and Swedish cars claimed 5.25 percent, up from 4.03 percent.

Imports by country of origin in December, 1983 vs. 1982, were:

	Dec., 1983	Dec., 1982
Japan	174,085	163,631
West Germany	29,168	24,452
United States	16,275	7,555
Sweden	12,626	8,489
France	3,908	4,152
Great Britain	2,045	1,445
Italy	400	895
Ireland	74	214
TOTAL	238,581	210,833

For the entire calendar year, Japan claimed 76.50 percent of the import market in 1983, down from 78.10 percent a year earlier. Numbers of imports from specific countries year to year follows:

	12 Mos., 1983	12 Mos., 1982
Japan	1,879,787	1,771,857
West Germany	258,270	229,340
United States	127,629	96,159
Sweden	118,438	92,283
France	47,608	50,010
Great Britain	15,912	10,522
Italy	8,715	15,064
Ireland	998	3,396
TOTAL	2,457,357	2,268,631

Imported truck registrations were up 14.88 percent December to December: 51,739 vs. 45,039. Numbers from the major manufacturers were:

	Dec., 1983	Dec., 1982
Toyota	18,750	13,451
Nissan	11,894	13,637
Mazda	8,596	4,173
Dodge Ram 50	3,399	.....
Ford Courier	.....	3,420
Others	9,100	10,358
TOTAL	51,739	45,039

Calendar-year imported truck sales were up 12.71 percent for 1983 compared with 1982, to 495,569 from 439,700. The breakout includes:

	12 Mos., 1983	12 Mos., 1982
Toyota	174,860	147,542
Nissan	132,088	106,440
Mazda	70,795	38,058
Dodge Ram 50	32,759	31,975
Others	85,067	115,685
TOTAL	495,569	439,700

Leopold remodels Toyota dealership in Portland area

PORTLAND, Ore. — Irving Leopold has completed a $300,000 remodeling of his Toyota dealership in suburban Milwaukee.

The remodeled structure is elliptical in shape and has a six-car showroom, with all six models in front-row positions.

At one time, Leopold sold the British Motor Car lines, Toyota, Volvo and Rootes Hillman and Sunbeam cars out of a tent, an ancient trailer and a former church building.

The current Leopold operation covers a three-acre site and the newly remodeled building has 18 service stalls. He has a sales staff of 13 and a total of 45 employes.

TOP CARS

U.S. registrations for 12 months, 1983 vs. 1932. Registrations not available for Oklahoma. New York November-December figures from manufacturers' sales records.

1983 Position	Make	1982 Position
1—1,310,503	Chevrolet 1,222,624—	1
2—1,034,732	Ford 889,470—	2
3— 971,229	Oldsmobile 775,702—	3
4— 818,256	Buick 713,671—	4
5— 541,975	Toyota 530,077—	5
6— 536,404	Pontiac 461,149—	6
7— 514,138	Nissan 459,511—	7
8— 397,452	Honda 366,321—	8
9— 395,041	Mercury 316,293—	9
10— 307,633	Dodge 252,183—	10
11— 291,552	Cadillac 240,197—	12
12— 258,684	Plymouth 243,519—	11
13— 254,175	Chrysler 171,878—	13
14— 190,797	AMC 108,706—	17
15— 170,406	Mazda 159,487—	14
16— 148,042	Subaru 140,997—	16
17— 142,397	VW 149,422—	15
18— 97,206	Lincoln 87,820—	18
19— 91,806	Volvo 73,135—	19
20— 72,440	Mercedes 65,148—	20
21— 58,691	BMW 51,409—	21
22— 46,180	Audi 45,310—	22
	Other	
273,830	Imports 227,814	
617	Misc. Dom. 2,499	
8,924,186	TOTAL 7,754,342	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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MARKET SHARES

12 MONTHS
1983 VS. 1982

Make	1983 Market Share	1982 Market Share	Pct. Pt. Change '83 vs. '82
Chevrolet	14.58	15.77	−1.09
Ford	11.59	11.47	+0.12
Oldsmobile	10.88	10.00	+0.88
Buick	9.17	9.20	−0.03
Toyota	6.07	6.84	−0.77
Pontiac	6.01	5.95	+0.06
Nissan	5.76	5.93	−0.17
Honda	4.45	4.72	−0.27
Mercury	4.43	4.08	+0.35
Dodge	3.44	3.25	+0.19
Cadillac	3.27	3.10	+0.17
Plymouth	2.90	3.14	−0.24
Chrysler	2.85	2.22	+0.63
AMC	2.14	1.40	+0.74
Mazda	1.91	2.06	−0.15
Subaru	1.66	1.82	−0.16
VW	1.60	1.93	−0.33
Lincoln	1.09	1.13	−0.04
Volvo	1.03	0.94	+0.09
Mercedes	0.81	0.84	−0.03
BMW	0.66	0.66	.....
Audi	0.52	0.58	−0.06
Other Imports	3.07	2.94	+0.13
Misc. Dom.	0.01	0.03	−0.02
TOTAL	8,924,256	7,754,342	

ITT names Hofbauer regional manager

ST. LOUIS. — James L. Hofbauer, formerly division operations manager, ITT Commercial Finance Corp., has been promoted to regional manager.

Hoffbauer will be responsible for branch operations of the company's Memphis region.

IMPORT REGISTRATION SHARES IN U. S.

	DECEMBER					12 MONTHS				
	Regis., Dec., 1983	Percent Share of Market	Regis., Dec., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 12 Mos., 1983	Percent Share of Market	Regis., 12 Mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Toyota	51,109	21.42	48,483	23.00	− 1.58	541,975	22.06	530,077	23.37	− 1.31
Nissan	44,937	18.84	43,492	20.63	− 1.79	514,138	20.92	459,511	20.25	+ 0.67
Honda	40,005	16.77	32,460	15.40	+ 1.37	397,452	16.17	366,321	16.15	+ 0.02
Mazda	15,034	6.30	15,315	7.26	− 0.96	170,460	6.94	159,487	7.03	− 0.09
VW	14,719	6.17	13,325	6.32	− 0.15	148,042	6.02	140,997	6.21	− 0.19
Subaru	15,558	6.10	13,184	6.25	− 0.15	142,397	5.79	149,422	6.59	− 0.80
Volvo	9,284	3.89	6,265	2.97	+ 0.92	91,806	3.74	73,135	3.22	+ 0.52
Mercedes	8,486	3.56	6,699	3.18	+ 0.38	72,440	2.95	65,148	2.87	+ 0.08
BMW	6,650	2.79	5,852	2.78	+ 0.01	58,691	2.39	51,409	2.27	+ 0.12
Audi	5,446	2.28	4,183	1.98	+ 0.30	46,180	1.88	45,310	2.00	− 0.12
Others	28,353	11.88	21,575	10.23	+ 1.65	273,930	11.14	227,814	10.04	+ 1.10
TOTAL	238,581		210,833			2,457,357		2,268,631		
Share of U. S. Total		26.23		27.54	− 1.31		27.54		29.26	− 1.72

Registrations not available for Oklahoma. New York Nov.-Dec. figures from manufacturers' sales records.

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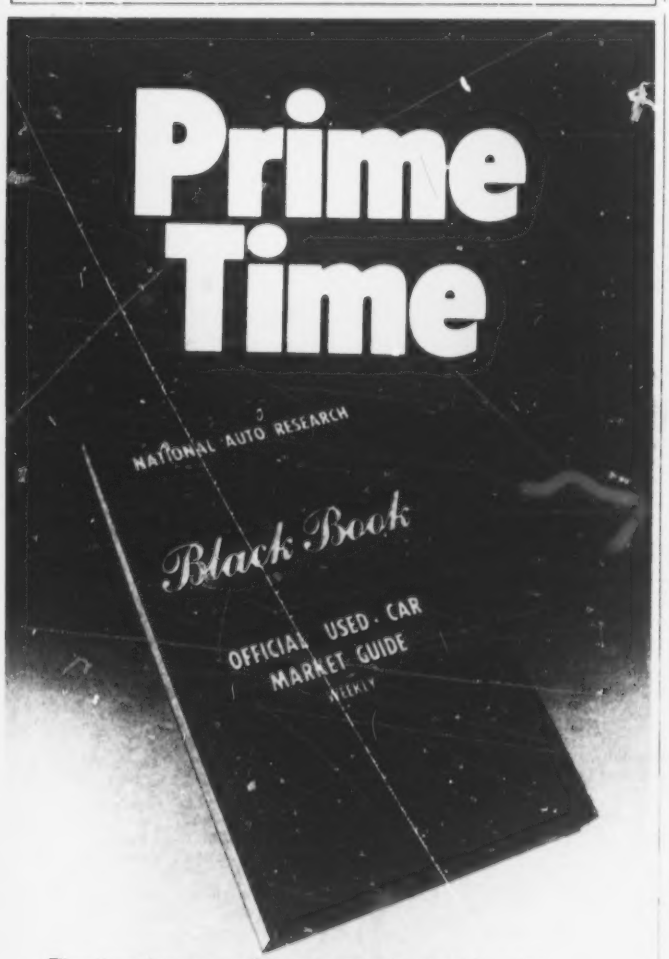
Automotive News
1984 Market Data Book
April 25, 1984

Prime Time



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Full-size and luxury models continue strong

Scarcity of clean units cripples U. C. market

Continued from Page 20

ager at Bill Cook Buick-Mazda, Arlington Heights, Ill., has a harder time explaining why sales are down at his suburban Chicago location.

"It is very slow," said Anderson. "I'm probably sitting with the best line of cars I've had in six or seven months and there is no traffic. Everyone else I have talked to around here is in the same boat and they can't figure it out.

"We've had a lot of new-car buyers, but there is still that guy out there who can't afford to buy a new car and we're not getting that person," he said. "I've been selling older, cheaper cars — '75s, '76s and '77s. I'm selling cars for $1,000, but the nice cars for $5,000 are not selling.

Smith said his February and March sales in Iowa were slowed primarily by heavy snow.

"I had a real good year last year and I expect this year to be better," he said. "But we're getting a real bad start because of the weather."

Nicholson said he has also been plagued by bad weather in Ohio, but speculated that sales have also been suppressed by the red hot new-car market.

"I'm happy to see new-car sales strong," he said. "I don't mind a few slow months here if it means people are buying new cars instead. Some of our problems have resulted from depressed new-car sales."

Several dealers report that full-size and luxury models have been the most reliable sellers so far this spring.

"The market heavies are very strong right now," said Massey. "The subcompacts are very slow and the intermediates decent. But the big cars, the Town Car, Fleetwood, Sedan DeVille, Coupe DeVille, they are really hot."

Massey said those models are selling well in a vintage from 1978 through the current model year.

Wear described the best sellers as "luxury cars, loaded all the way, starting with the '80 model year, but especially '82 and '83."

"Heavy cars are still moving well," said Glover. "If they are nice, clean and have low mileage, they'll sell, and bring good money, too. We sell 60 percent bigger cars."

Several others reported success with well-equipped luxury and full-size models, but a few outlets have had trouble moving big cars.

"The big boats are not what are selling," said Block. "It is going to cost $350 a month on some of those and that is a little too much for a used car."

Block said higher interest rates and shorter-term loans on previously owned cars mean that monthly payments may surpass those of much more expensive new cars.

"The cheaper cars in good condition are selling best," said Anderson. "I couldn't give an Electra or Park Avenue away if my life depended on it. For some reason, I'm sitting with about six big Electras and getting no play on them whatsoever."

Tony Curiale, owner of New Rochelle Dodge, New Rochelle, N. Y., said the luxury cars which draw interest on his used-car lot are not expensive, top-of-the-line editions, but rather such well-equipped mid-sized models as Cutlass, Century, Diplomat and LeBaron.

• Sporty models have begun to emerge as stellar performers in some spring markets. Mills said his Florida dealership has done well with late model Camaros, Challengers, Sapporos and LeBaron convertibles.

"Our hottest cars are the sport models; the convertibles, T-tops and mid-sizes," said Mills. "I think it is because spring is in the air here."

Anderson said he is buying "as many (Mazda) RX-7s as I can get my hands on for the spring market," and several other outlets report no slackening in the demand for used sporty cars.

"Any sport-type car, such as a Camaro, is hot," said Glover. "It doesn't make any difference what year it is. If it is a 1967 model and it is sharp, it will sell. I just sold a '69 Camaro for $4,295."

In Massachusetts, Michaels said he has found acceptance for "anything front-wheel drive," including the much-maligned General Motors X-body models of the early 1980s.

"As soon as we get them, we roll them out," he said.

Smith said his Buick dealership in Iowa has done well with used Skylarks and Citations during the past three years despite negative X-car publicity.

Demand has also been high for GM intermediates, such as the G-body Grand Prix and Cutlass Supreme models, according to Michaels. The Pontiac dealer also noted strong sales for GM station wagons.

Curiale said his Dodge dealership has found plenty of buyers for used K-cars and K-car wagon versions. Block also cited a strong market for "mid-sized FWD cars."

Not all retailers have had trouble moving subcompacts, but few are enthusiastic about small-car sales this spring.

"The late model little cars are cold," said Nicholson. "The older small cars do better once they get down in the transportation bracket. There is no overwhelming supply of buyers for '81 and '82 small cars."

Diesel-powered cars continue to suffer from the stabilization of gasoline prices and bad publicity about the GM 5.7-liter V-8 engine installed in Olds, Cadillac, Chevrolet, Pontiac and Buick models from 1978 through 1981. Several retailers cited continuing slow sales for diesel models in the used-car market.

In general, dealers also reported trouble moving some used vehicles which may be perceived as dull.

"I don't sell a lot of four-door sedans," said Gossett.

"Your normal four-door Chevette and Citation are just plain cold," said Massey.

Used Car Sales
Auction Averages

April to date	$5,244
Month ago	$5,178
Year ago	$5,167

factories list auction dates

American Motors

April 10—Aptco Auto Auction, Taylor, Mich.

April 11—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

April 12—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 13—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

April 17—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

April 18—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

April 19—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

April 24—Aptco Auto Auction, Taylor, Mich.

April 25 — Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason, Ia.

April 26—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 27—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Chrysler Corp.

April 10—Hatfield Auto Auction, Hatfield, Pa.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

April 11—Butler Auto Auction, Gibsonia, Pa., and Columbus Fair Auto Auction, Obetz, O.

April 12 — Northway Exchange, Clifton Park, N. Y.

April 13—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

April 11—Arena Auto Auction, Chicago, Ill.; Brasher's Southern California Auto Auction, Fontana, Calif., and Clanton's Auto Auction, Darlington, S. C.

April 12—Dallas Auto Auction, Dallas, Tex.

April 17—Harrisonburg Auto Auction, Harrisonburg, Va.

April 18—Concord Auto Auction, Acton, Mass., and Central States Auto Auction, Mason City, Ia.

April 19 — Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

April 24—Aptco Auto Auction, Taylor, Mich.

April 25—Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

April 26—Skyline Auto Exchange, Fairfield, N. J.

General Motors

April 11—Hatfield Auto Auction, Hatfield, Pa.; Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

April 12 — Nashville Auto Auction, Nashville, Tenn.

April 17 — Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

April 18—Metro Auto Auction, Kansas City, Mo.

April 19—Indianapolis Auto Auction, Indianapolis, Ind.

April 25—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C., and Golden Gate Auto Auction, Fremont, Calif.

April 26—Butler Auto Auction, Gibsonia, Pa.

Model breakdown
Auction Averages

	April To Date	March	February
1984	$13,062	$12,302	$10,278
1983	8,211	8,066	8,567
1982	6,271	6,357	6,218
1981	5,406	5,393	5,154
1980	4,459	4,351	4,526
1979	3,764	3,698	3,469
1978	2,690	2,744	2,421
1977	2,295	2,365	1,907
Overall Average	$ 5,244	$ 5,162	$ 5,340

auction directory

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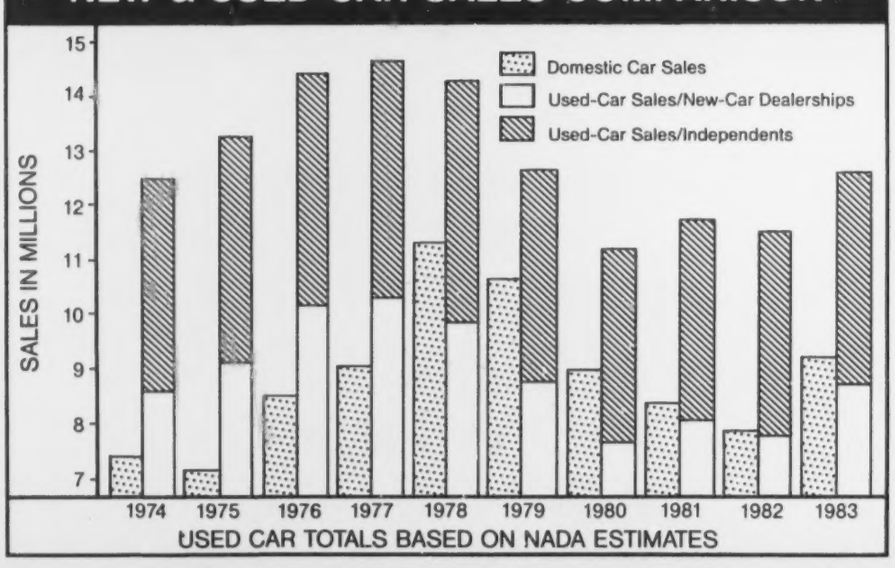
NEW & USED-CAR SALES COMPARISON



Imports down from year ago

Domestic sales up 25 pct. in March

Continued from Page 8

biggest sales surge among the larger domestics. Ford was up 31.31 percent, to 183,537 from 139,779. General Motors was up 27.99 percent, to 449,462 from 351,166. Chrysler Corp. reported 89,253 passenger-car sales, up 8.65 percent from 82,150 a year earlier.

Volkswagen sales were up 12.09 percent, to 7,090 from 6,325, and newcomer Honda again outsold the Rabbit-maker with its 10,034-unit total, up 286.22 percent from 2,598 in 1983.

GM claimed 59.44 percent of the domestic market in March, up from 58.50 percent. Ford had 24.27 percent, up from 23.29 percent. Chrysler slipped back to 11.80 percent from 13.68 percent. Also skidding were AMC, down to 2.22 percent from 3.05 percent, and VW, down to 0.94 percent from 1.05 percent. Honda expanded to 1.33 percent from 0.43 percent.

Both Buick and Oldsmobile announced sales records for March. Olds said the total of 106,337 was second-best for any month in its history. Buick was up 17.06 percent and Oldsmobile was up 14.94 percent over last year.

Pontiac had the largest sales increase among the five GM car diviisons: Up 54.80 percent. Chevrolet was up 43.02 percent, while Cadillac was off 4.19 percent.

At Chrysler Corp., Plymouth sales were down 3.94 percent, Chrysler was up 13.13 percent and Dodge was up 18.20 percent. Ford Motor figures showed Mercury up 35.99 percent, Lincoln up 46.51 percent and Ford Division up 27.96 percent.

AMC was down 62.10 percent, and Renault was up 11.84 percent.

With 27 selling days in the month both this year and in 1983, the recent daily-selling rate of 28,006 was up 25.96 percent from 22,233.

• Import sales in March included monthly records for Audi, BMW, Jaguar, Mercedes-Benz, Saab and Volvo. BMW reported a record first quarter, and Saab and Mercedes had their highest sales for any month in March, 1984.

Nissan sales of 43,024 were down 12.59 percent from 49,223 last year, but put it ahead of arch-rival Toyota whose sales of 39,274 were down 23.75 percent from 51,505. Honda imports were up 22.14 percent for the month and when those 36,592 units were combined with the 10,034 assembled in Ohio, the 46,626-units result was very impressive.

Mazda was down 17.95 percent and Subaru was off 19.09 percent. Volkswagen was up 28.83 percent, Porsche was up 17.12 percent and Peugeot kept just a step ahead of its year ago total: 1,672 vs. 1,629.

The market-class breakdown in March included domestic intermediates with 27.83 percent, imports at 21.54 percent, compacts at 18.05 percent, subcompacts at 14.55 percent, standards at 10.67 percent and luxury models at 7.36 percent.

Excluding imports, the market spectrum featured intermediates at 35.47 percent, compacts at 23.00 percent, subcompacts at 18.54 percent, standards at 13.61 percent and luxury cars with 9.38 percent of the total.

• In the first quarter, GM sales were up 34.69 percent over last year; Ford was up 46.14 percent; Chrysler was up 28.33 percent; AMC was up 2.48 percent; V Wwas up 20.44 percent, and Honda was up 470.73 percent.

GM claimed 58.56 percent of the first quarter, domestic market, down from 59.52 percent a year earlier. Ford earned 24.46 percent, up from 22.92 percent. Chrysler held 11.99 percent, down from 12.79 percent. AMC dropped to 2.48 percent from 3.23 percent. VW sales accounted for 1.05 percent, down from 1.19 percent, and Honda carved out 1.46 percent, up from 0.35 percent.

March 21-31 domestic sales were up 18.30 percent, to 313,443 from 264,963 last year. It was the strongest total for the late-March period since 363,006 in 1979. GM was up 22.18 percent, Ford was up 23.28 percent, Chrysler was down 6.34 percent, AMC was off 19.06 percent, VW was up 21.92 percent and Honda was up more than 400 percent.

Shares of the late-month domestic market included: GM with 58.43 percent, Ford with 24.83 percent, Chrysler with 11.56 percent, AMC with 2.33 percent, Honda with 1.60 percent and VW with 1.25 percent.

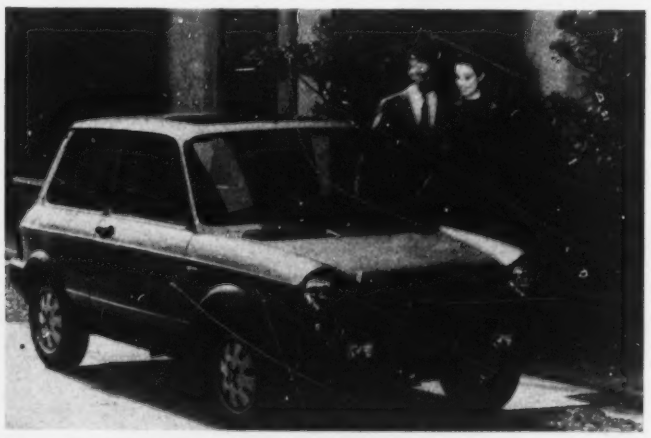
There were 10 selling days in the period both this year and last, yielding a current 18.30-percent increase, to 31,344 from 26,496.

Based on late-March sales, the annualized rate of travel figured to 7,419,000.

Moffatt elected to head auto medicine group

ARLINGTON HEIGHTS, Ill. — Dr. Edward A. Moffatt, of Orinda, Calif., has been elected president of the American Assn. for Automotive Medicine.

Moffatt is president of Biomech, Inc., and formerly was with the General Motors Engineering Staff.



Innocenti goes diesel

Three-cylinder one-liter diesel built by Daihatsu in Japan powers new Innocenti MiniDiesel. It reportedly tops 90 MPG at 55 MPH.

IMPORTED CAR SALES

	March, 1984	March, 1983	3 Mos., 1984	3 Mos., 1983
Alfa Romeo	341	320	709	609
Audi	6,634	3,651	17,296	9,293
BMW	5,890	4,707	15,395	12,607
Conquest/Challenger	375	1,508	1,210	3,724
Plymouth Colt	2,314	2,731	8,024	7,422
Dodge Colt	2,845	3,473	9,215	8,977
Fiat	.....	300	—	1,276
Honda	36,592	29,958	103,842	88,416
Isuzu	1,014	3,023	3,669	5,668
Jaguar	1,786	1,441	3,871	2,958
Lancia	.....	30	.....	175
Mazda	14,930	18,196	40,424	45,483
Mercedes-Benz	7,947	6,954	20,584	16,013
Mitsubishi	3,304	3,222	9,887	7,091
Nissan	43,024	49,223	115,116	135,733
Peugeot	1,672	1,629	4,691	3,761
Porsche	2,319	1,920	6,271	4,940
Renault	1,123	2,422	3,255	5,930
Saab	3,279	2,245	8,415	5,999
Conquest/Sapporo	313	1,173	1,063	2,857
Subaru	11,637	14,383	38,511	38,642
Toyota	39,274	51,505	119,145	135,954
Vista	777	.....	2,959	.....
Volkswagen	10,487	8,140	28,176	20,737
Volvo	9,742	8,265	27,238	22,931
TOTAL	207,619	220,479	588,966	587,196

Canadian UAW goes independent in negotiations

Continued from Page 3

like executives and it infers that if you get into profit sharing there is going to be some great equalization. That is nonsense. It is not going to happen."

Another program negotiated in the U. S. in 1982 was language on outsourcing, but White said that is not of any interest to the Canadians. He said that kind of program should be left up to the government in the form of local content.

The UAW, auto companies and other groups are currently pushing the Canadian Government to pass 85 percent local-content legislation.

"We will raise the issue with the corporation if we think they are taking something out," White said. "As far as I'm concerned, the question is whether or not our country is going to make a decision on future trading relationships. We cannot assume that responsibility in bargaining.

"If GM, for example, decides to shut down a plant in Canada, we cannot prohibit them from doing that. We can write the language but they aren't going to agree to it."

DOMESTIC CAR SALES

	March 19 to March 30, 1984	Same Period, 1983	March, 1984	Same Month, 1983	Jan. 1 to March 30, 1984	Same Period, 1983
Alliance	.....	6,770	8,781	13,332	18,481	33,008
Encore	.....	.....	6,130	.....	13,077	.....
Renault Total	6,509	6,770	14,911	13,332	40,840	33,008
Spirit	.....	.....	.....	479	.....	1,599
Concord	.....	.....	.....	1,224	.....	4,234
Eagle	.....	.....	1,877	3,250	3,672	8,204
AMC Total	804	2,265	1,877	4,953	5,735	14,037
AMERICAN MOTORS	7,313	9,035	16,788	18,285	49,501	43,085
Horizon	3,157	2,093	7,758	4,256	20,936	9,430
Turismo/TC3	1,946	1,592	4,193	3,341	10,905	7,177
Reliant	5,071	9,030	14,001	18,306	38,960	39,448
Plymouth	435	962	1,271	2,436	3,016	5,451
Plymouth Total	10,609	13,677	27,223	28,339	73,817	61,506
Laser	2,287	.....	4,688	.....	13,269	.....
LeBaron K	3,869	3,828	8,840	8,094	23,150	18,207
Cordoba	.....	828	.....	1,792	136	3,813
Fifth Avenue	2,879	4,105	6,840	8,518	17,312	19,406
E-Class	1,227	1,548	2,966	3,306	8,179	9,044
New Yorker E	2,076	1,591	4,918	3,264	13,357	5,545
Chrysler Total	12,338	11,900	28,252	24,974	75,403	56,015
Total Imperial	.....	106	.....	260	.....	557
Omni	2,480	1,828	6,278	3,953	17,328	8,701
Charger/024	2,125	1,790	4,928	3,785	12,819	8,101
Daytona	2,033	.....	4,341	.....	11,167	.....
Aries	3,522	4,998	10,556	11,020	30,214	29,207
Dodge 400	930	1,516	2,281	3,335	5,546	7,591
Diplomat	936	1,173	2,288	2,842	3,942	6,523
Mirada	.....	280	.....	634	282	1,360
Dodge 600	1,246	1,403	3,106	3,008	8,551	6,728
Dodge Total	13,272	12,988	33,778	28,577	89,849	68,211
CHRYSLER CORP.	36,219	38,671	89,253	82,150	239,069	186,289
EXP	1,115	989	2,493	2,104	5,043	4,734
Escort	13,822	15,723	32,558	32,791	86,089	78,756
Mustang/Mustang II	4,396	5,296	11,184	11,876	34,116	28,327
Tempo	10,035	.....	23,818	.....	66,051	.....
Fairmont	.....	3,721	.....	7,362	.....	24,449
Granada	.....	1,471	.....	1,905	.....	3,578
Thunderbird	7,341	4,144	15,705	10,184	41,729	15,814
LTD '83	8,443	5,769	18,755	13,726	48,738	35,251
Crown Victoria	7,244	6,087	16,029	14,255	39,644	33,478
Ford Division	52,396	43,200	120,541	94,203	322,410	224,387
LN7	.....	378	.....	675	.....	1,645
Lynx	2,569	3,921	6,447	7,878	16,932	18,639
Topaz	2,882	.....	7,199	.....	18,978	.....
Zephyr	.....	998	.....	2,598	.....	8,452
Cougar	.....	267	.....	349	.....	835
XR-7	4,422	2,138	10,368	5,548	28,868	8,053
Capri	590	988	1,808	2,223	5,591	6,063
Marquis '83	3,533	2,135	9,074	5,054	24,975	13,442
Grand Marquis	5,865	4,860	13,957	11,607	34,524	28,585
Total Mercury	19,861	15,685	48,853	35,923	129,868	85,714
Continental	801	859	2,052	1,809	5,607	4,941
Lincoln	3,696	2,111	8,930	4,889	19,076	11,858
Mark VII	1,067	1,268	3,161	2,955	10,966	6,989
Lincoln Total	5,564	4,238	14,143	9,653	35,651	23,788
L-M Division	25,425	19,923	62,996	45,576	165,519	109,502
FORD MOTOR	77,821	63,123	183,537	139,779	487,929	333,889
Skyhawk J	4,579	2,829	10,946	6,925	25,373	16,493
Skylark	3,562	3,196	8,996	9,194	24,065	23,004
Century	10,635	4,267	21,339	11,043	51,990	27,209
Regal	7,247	8,388	18,155	21,772	51,201	55,542
LeSabre	6,120	5,113	15,279	13,270	41,031	32,689
Electra	2,342	2,597	5,807	6,415	18,760	15,965
Riviera	2,151	1,690	5,053	4,487	13,956	11,572
Buick Division	36,636	28,080	85,575	73,106	226,376	182,474
Cimarron	661	746	1,572	1,741	4,849	4,494
Seville	1,353	1,226	3,226	2,835	8,056	6,677
Cadillac	6,794	7,400	16,037	17,093	45,178	40,019
Eldorado	2,478	2,782	5,920	6,256	17,090	15,102
Cadillac Division	11,286	12,154	26,755	27,925	76,073	66,292
Chevette	9,670	6,650	20,624	15,512	50,352	40,776
Cavalier	14,225	7,933	33,387	17,843	84,750	42,401
Citation	6,550	3,624	15,216	8,206	26,447	25,368
Camaro	7,116	7,299	18,684	15,736	48,432	37,956
Celebrity	13,227	5,420	32,135	11,485	79,014	30,133
Malibu	55	4,415	135	10,830	676	26,868
Monte Carlo	5,695	4,066	14,052	9,283	36,286	23,011
Chevrolet	9,909	9,501	23,169	21,595	62,540	51,004
Corvette	1,116	867	2,745	1,487	7,553	3,414
Chevrolet Division	67,563	49,775	160,147	111,977	396,151	280,931
Firenza	1,894	1,773	5,481	3,779	14,511	9,464
Omega	1,500	1,836	3,964	4,763	11,044	12,109
Cutlass Ciera	9,169	6,319	25,174	14,243	64,667	35,941
Cutlass Supreme	11,443	14,142	35,133	32,334	97,113	80,811
Olds 88	9,316	9,704	25,455	22,889	66,996	56,275
Olds 98	2,011	4,593	7,732	10,830	27,272	27,104
Toronado	1,231	1,605	3,398	3,681	9,975	9,102
Oldsmobile Division	36,564	39,972	106,337	92,519	291,578	230,806
Fiero	4,872	.....	11,316	.....	29,051	.....
1000	1,104	1,381	2,568	3,060	6,909	7,847
2000	5,218	3,439	11,927	7,903	28,205	17,145
Phoenix	566	928	1,308	2,283	3,474	6,727
Firebird	4,539	3,935	10,370	8,708	25,611	20,324
6000	5,699	3,422	13,010	7,572	32,805	16,927
Bonneville	3,100	3,198	6,994	7,620	19,056	17,895
Grand Prix	3,545	3,624	7,741	8,493	19,619	19,828
Pontiac	2,459	.....	5,414	.....	13,143	.....
Pontiac Division	31,102	19,927	70,648	45,639	177,873	106,693
GENERAL MOTORS	183,151	149,908	449,462	351,166	1,168,051	867,196
VOLKSWAGEN	3,933	3,226	7,090	6,325	20,963	17,405
HONDA	5,006	1,000	10,034	1,900	29,096	5,098
DOMESTIC TOTAL	313,443	264,963	756,164	593,605	1,994,609	1,456,922
IMPORT TOTAL	.....	.....	207,619	220,479	588,966	587,196
INDUSTRY TOTAL	.....	.....	963,783	820,782	2,583,575	2,044,118

†Estimate

Car production highest since 1979 for both periods

Output climbs for March, quarter

By Joe Wilssens
Staff Writer

Domestic auto makers finalized production totals for March at 801,845 units, substantially higher than earlier estimated. The total build for the month was 39.50 percent over the 574,535 assembled in the comparable 1983 month.

It was the highest total for any month since 826,678 units were completed in June, 1979, and the best showing for March since 889,775 were finished in 1979.

The manufacturers assembled 2,175,643 cars in the first quarter this year, up 44.64 percent over last year's 1,504,278. It was the highest first quarter production since 2,415,422 were built in the first three months of 1979.

With overtime hours scheduled at 19 assembly facilities last week, domestic manufacturers slated production of 170,351 units, down 6.29 percent from 181,775 built the previous week, but 35.52 percent better than 125,702 units finished during the year-ago week.

So far this year, 2,345,964 cars have been completed, a 43.54 percent gain from 1,634,385 units finished at this time last year.

Breakdown for the week by company was: General Motors, 56.52 percent, Ford Motor Co., 22.57 percent; Chrysler Corp., 15.17 percent; American Motors, 2.82 percent; Honda, 1.54 percent, and Volkswagen of America, 1.38 percent.

Facilities working two Saturday (April 7) overtime shifts at GM were Detroit, Flint (B, D and G lines), Framingham (Mass.), Lordstown (O.), Oklahoma City and Van Nuys (Calif.).

Eight Ford plants put in extra daily hours last week. They were: Atlanta, Chicago, Dearborn, Edison (N. J.), Kansas City, Lorain (O.), St. Louis and Wayne (Mich.). Atlanta, Kansas City and Wayne also scheduled Saturday overtime.

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 worked two 9-hour daily shifts while Jefferson (Detroit) worked two 8½-hour daily shifts last week. Newark also worked two 8-hour overtime shifts on Saturday.

Chrysler dealt 2 setbacks on GM-Toyota documents

WASHINGTON.—Chrysler Corp. was dealt two setbacks by the FTC last week, in the company's efforts to secure documents pertaining to the FTC's handling of the General Motors-Toyota joint venture (JV) investigation.

Chrysler is suing GM and Toyota to stop the venture.

The FTC denied a Feb. 7 request by Chrysler for information about the status of waiting periods required by the Hart-Scott-Rodino Act before GM and Toyota may begin their joint venture.

Chrysler had also asked to know the nature of the documents and the questions the FTC asked Toyota concerning the venture, and to what extent Toyota complied with the FTC's inquiries.

On Feb. 22 Chrysler filed a second petition with FTC—also denied—asking the commission to extend the public comment period on the JV and for reconsideration of the FTC's decision not to release certain material associated with the investigation.

Regarding Toyota's cooperation, the FTC told Chrysler that nothing in its rules or statutes provides for an inquiry into FTC procedures.

As far as the FTC's deletion of material from the public record was concerned, the agency said the deleted material was properly withheld under (commission) standards."

Mack increasing truck production at three plants

ALLENTOWN, Pa. — Mack Trucks, Inc., has announced production increases that will boost output 30 percent above March levels when fully implemented early in July.

Production, which had been 116 units a day at assembly plants in Pennsylvania and Oakville, Ont., has been increased to 132 units a day. On June 18, it will be stepped up to 149 units and on July 2, it will rise to 152.

Mack said the July rate will approach the company's alltime production high of 166 units a day set in 1979, the best year ever for sales of heavy trucks in the U. S.

Production of 47 units a day scheduled for June at the Macungie (Pa.) plant will mark the highest utilization of capacity since the plant was opened in 1975.

In July, the Allentown plant will be building 83 units a day and the Canadian facility will be turning out 22, Mack said.

9 truck plants work overtime; 60,874 assembled

Nine truck plants scheduled overtime hours last week enabling domestic truck manufacturers to complete 60,874 units. The total was down 5.71 percent from the previous week's 64,560, but led the year-ago week's 42,135 build by 44.47 percent.

Year-to-date, 866,569 trucks have been completed, 56.59 percent better than 553,408 finished during the year-ago period.

All six of Ford Motor Co.'s truck assembly facilities worked additional daily hours last week with the Kansas City plant also putting in extra hours Saturday (April 7).

At General Motors, Lordstown (O.) and Pontiac No. 5 worked two Saturday overtime shifts while the company's Detroit facility worked one overtime shift Saturday.

Canadian output holds steady with 24,136 for week

Canadian auto makers slated production of 24,136 cars last week, down 30 units from the prior week's 24,166. The total was 22.28 percent better than 19,739 assembled in the year-ago week.

To date this year, the manufacturers have built 309,621 autos, up 21.09 percent from the 255,699 completed during the same period last year.

Truck assembly last week was targeted at 17,617 units, 4.26 percent ahead of 16,898 built the previous week and a strong 48.13 percent improvement over 11,893 trucks completed in the year-ago week.

So far this year, truck production has climbed to 232,400 units, a 76.29 percent improvement over the 131,828 trucks assembled at this time in 1983.

Chrysler Corp. estimated production of 2,370 Dodge Caravans, 2,190 Plymouth Voyagers and 912 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 60,225.

CANADIAN CAR PRODUCTION

	Week Ended April 7, 1984	Week Ended April 9, 1983	Week Ended March 31, 1984	March Total	Jan. 1 to April 9, 1983	Jan. 1 to April 7, 1984
AMERICAN MOTORS	660	649	610	2,072	7,170	7,628
CHRYSLER CORP.	.....	5,706	.....	.....	59,535	.....
FORD MOTOR	9,800	296	9,820	41,234	43,537	112,023
GENERAL MOTORS	13,511	12,863	13,577	59,899	142,397	186,910
VOLVO	225	225	225	990	3,060	3,060
Total Cars, Canada	24,136	19,739	24,166	104,195	255,699	309,621

TRUCK PRODUCTION IN U. S.†

	Week Ended April 7, 1984	Week Ended April 9, 1983	Week Ended March 31, 1984	March Total	Jan. 1 to April 9, 1983	Jan. 1 to April 7, 1984
CHEVROLET	18,627	17,171	20,324	82,009	191,918	278,900
DODGE	4,100	3,224	4,252	18,866	34,222	57,634
FORD	23,606	13,550	24,924	111,078	218,416	326,163
GMC	6,744	5,889	6,920	30,022	66,116	88,697
INTERNATIONAL	1,647	1,025	1,713	6,847	12,538	19,968
VOLKSWAGEN	.....	226	.....	.....	1,245	.....
JEEP	3,500	.....	3,523	17,229	15,303	53,594
NISSAN	1,600	.....	1,854	8,512	.....	26,063
AM GENERAL	50*	50*	50*	220*	650*	750*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,400*	13,000*	14,800*
Total Trucks, U. S.	60,874	42,135	64,560	279,183	553,408	866,569

CANADIAN TRUCK PRODUCTION

	Week Ended April 7, 1984	Week Ended April 9, 1983	Week Ended March 31, 1984	March Total	Jan. 1 to April 9, 1983	Jan. 1 to April 7, 1984
CHRYSLER CORP.	8,124	3,228	7,228	34,936	36,252	97,108
FORD MOTOR	3,100	2,972	3,133	14,723	33,740	45,231
GENERAL MOTORS	6,248	5,447	6,391	28,032	60,058	88,113
INTERNATIONAL	145	246	146	646	1,778	1,948
Total Trucks, Canada	17,617	11,893	16,898	78,337	131,828	232,400
N. American Trucks	78,491	54,028	81,458	357,520	685,236	1,098,969

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended April 7, 1984	Week Ended April 9, 1983	Week Ended March 31, 1984	March Total	Jan. 1 to April 9, 1983	Jan. 1 to April 7, 1984
AMERICAN MOTORS	4,800	2,652	4,795	19,029	46,852	55,598
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	2,652	4,795	19,029	42,781	55,598
Alliance	2,750	2,652	2,723	10,709	42,781	29,547
Encore	2,050	.....	2,072	8,320	.....	26,051
CHRYSLER CORP.	25,850	19,454	29,077	124,360	211,213	363,637
Plymouth Total	7,350	7,316	8,528	35,738	80,161	107,167
Horizon	2,600	2,633	3,602	14,933	26,256	43,321
Reliant	4,100	4,622	4,339	18,200	53,048	56,765
Caravelle†	150	61	236	895	857	2,428
Gran Fury	500	.....	351	1,710	.....	4,653
Chrysler Total	8,500	5,246	9,496	42,515	48,511	119,648
LeBaron	2,300	2,253	2,281	11,644	23,168	35,254
Laser	1,400	.....	1,552	7,191	.....	22,420
Chrysler E-Class	2,300	2,993	2,664	11,048	25,343	30,185
Fifth Avenue	2,500	.....	2,999	12,632	.....	31,789
Dodge Total	10,000	6,892	11,053	46,107	82,541	136,822
Omni	3,200	2,015	3,430	14,297	26,083	41,335
Aries	3,400	3,001	3,348	14,555	36,918	45,663
Daytona	1,000	.....	1,455	5,635	.....	17,769
Dodge 400	.....	1,002	.....	.....	8,354	.....
Dodge 600	1,800	874	1,921	7,962	11,186	23,451
Diplomat	600	.....	899	3,658	.....	8,604
FORD MOTOR	38,438	28,655	40,146	173,321	376,206	477,231
Ford Division	24,606	18,727	26,188	114,287	246,163	314,442
Escort	7,388	4,164	8,055	34,359	68,734	97,478
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,219	1,725	2,942	12,660	34,106	34,228
LTD	4,243	4,631	5,526	22,394	47,739	66,573
Thunderbird	3,697	5,841	3,521	16,276	47,677	44,537
EXP	553	.....	639	2,670	1,008	9,437
Crown Victoria	1,724	2,366	1,749	8,073	23,171	22,812
Tempo	3,782	.....	3,756	17,855	.....	39,377
L-M Division	13,832	9,928	13,958	59,034	130,043	162,789
Mercury Total	10,881	8,259	9,777	41,446	101,309	116,253
Lynx	1,494	1,116	1,458	6,565	17,138	19,753
Capri	436	341	362	1,657	5,993	4,761
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,710	1,838	1,759	9,082	17,747	28,055
Cougar	3,019	3,136	2,889	11,551	20,619	26,262
Grand Marquis	1,869	1,828	1,879	7,864	30,895	25,933
LN7	.....	.....	.....	.....	316	.....
Topaz	1,353	.....	1,430	4,727	.....	11,489
Lincoln Total	2,951	1,669	4,181	17,588	28,734	46,536
Continental	539	180	744	3,195	5,582	8,508
Lincoln	1,846	1,044	2,616	10,997	13,145	25,902
Mark VI/VII	566	445	821	3,396	10,007	12,126
GENERAL MOTORS	96,288	72,118	102,332	462,455	967,422	1,384,049
Buick Division	19,819	16,286	21,342	95,464	227,058	293,793
Skylark	1,795	.....	1,823	9,146	23,982	27,371
Skyhawk	3,155	1,301	3,731	16,414	19,002	46,946
Century	4,666	3,531	4,277	20,901	43,671	63,872
Regal	4,770	5,296	4,643	20,554	66,976	63,842
Buick	3,743	5,229	4,841	20,878	63,196	70,704
Riviera	896	929	1,218	5,179	10,231	16,379
Electra (fwd)	794	.....	809	2,392	.....	4,679
Cadillac Division	6,621	6,449	8,252	33,232	94,242	96,637
Cimarron	345	522	390	1,683	7,139	5,877
Seville	883	740	942	3,981	9,985	11,601
Eldorado	1,680	1,555	1,673	7,138	21,600	21,282
Cadillac	2,603	3,632	4,222	17,598	55,518	52,651
DeVille (fwd)	1,110	.....	1,025	2,832	.....	5,226
Chevrolet Division	36,008	21,827	33,746	147,750	289,253	468,744
Chevette	5,671	.....	4,867	20,996	53,706	62,986
Cavalier	8,959	6,141	9,211	38,366	56,483	116,667
Celebrity	6,764	2,578	5,067	26,096	18,838	84,221
Camaro	6,314	4,101	5,251	23,048	48,920	74,773
Citation	2,815	1,983	2,717	11,077	31,811	29,759
Malibu/El Camino	852	3,116	840	3,494	38,469	9,606
Monte Carlo	1,376	2,055	2,636	11,820	23,974	47,875
Chevrolet	2,692	1,238	2,375	9,672	12,558	32,974
Corvette	565	615	782	3,181	4,494	9,883
Oldsmobile Division	23,620	20,711	26,512	118,766	259,282	355,010
Omega	1,175	.....	1,278	5,798	17,601	14,996
Firenza	2,393	1,111	2,008	7,282	11,590	21,794
Cutlass Ciera	5,847	4,986	6,453	28,277	45,848	76,194
Oldsmobile	5,005	7,610	4,983	32,760	95,848	115,398
Olds 98 (fwd)	1,289	.....	888	2,136	.....	4,974
Toronado	965	744	1,022	4,342	11,230	12,783
Pontiac Division	10,220	6,845	12,470	67,243	97,587	169,865
Acadian†	300	.....	330	1,678	4,821	4,769
2000 Sunbird	2,824	2,035	3,586	14,764	23,749	41,860
1000	1,061	.....	758	3,844	10,454	11,871
Firebird	2,686	1,899	2,222	9,784	24,118	31,591
Phoenix	385	849	392	1,717	8,271	4,772
Gr. Prix/Bonneville	.....	2,062	1,660	17,564	26,174	29,733
Parisienne	264	.....	535	6,123	.....	10,426
Fiero	2,700	.....	2,987	11,769	.....	34,843
HONDA	2,625	790	3,043	12,264	6,741	32,752
VOLKSWAGEN	2,350	2,033	2,382	10,416	25,951	32,697
Total Cars, U. S.	170,351	125,702	181,775	801,845	1,634,385	2,345,964
Total Cars, Canada	24,136	19,739	24,166	104,195	255,699	309,621
N. American Cars	193,377	145,441	204,906	906,040	1,890,084	2,655,585
N. American Trucks	78,491	54,028	81,458	357,520	685,236	1,098,969
North American Cars and Trucks	271,868	199,469	286,364	1,263,560	2,575,320	3,754,554

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Future Ford

Jim Dunne

LTD replacement

Designed and built for the upper-middle U. S. market, the front-drive Taurus replaces the rear-drive LTD in Ford's 1986 lineup. With a 106-inch wheelbase and overall length of 195 inches, the four-door sedans and station wagons will be driven by standard four-cylinder engines. A six is optional. Mercury's counterpart is tagged Sable.

But actual count edges upward

Stockpile cut to 56 days

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers managed to add some new cars to the stockpile of U. S.-built units during March, but sales were strong enough to trim the inventory to a 56-day supply April 1, down from 59 days a month earlier.

The April 1 inventory totaling 1,579,155 units, compared with 1,537,290 a month earlier. A year ago, the domestic new-car inventory totaled a much lower 1,235,313 units on April 1, but the 55½-day supply almost equaled this year's.

There were shortages in some lines and longer waits for orders than customers like, but by and large the industry prefers these kinds of problems to those caused by burdensome stocks.

While certain models were in short supply, the overall inventory was remarkably well-balanced, both among the corporate makers and among the market segments.

The decline in the supply during March was entirely the result of General Motors trimming its inventory to a 53-day supply from a 58-day stock a month earlier. All other corporate makers increased their days-supply figures, except Ford Motor Co., which remained unchanged at 57 days.

The GM trim was accomplished despite the fact that the corporation actually had more units in stock April 1 than it had March 1. But a stronger selling rate resulted in the lower days-supply figures.

Ford Motor Co. added some 12,000 vehicles to its new-car inventory, but its stockpile held steady at 57 days, again because of a higher sales rate.

At GM, individual car line stocks ranged from 12 days for Fiero, which was shortest in the industry, to 112 days for Cimarron, heaviest in the industry.

Shortest at Ford Motor Co. was the Lincoln Town Car at 21 days, while its heaviest was also a Lincoln, the Mark VII, at 85 days.

Chrysler Corp. had a 67-day supply April 1, up from 65 days a month earlier. Chrysler's stocks ranged from a 37-day supply of Plymouth Gran Furys to an 87-day stock of Dodge 600s.

American Motors had an 86-day supply of cars April 1, up from 70 a month earlier, while

Table on Page 67.

Volkswagen of America was up to 100 days from 88 and Honda had managed to build up a 20-day supply of U. S.-built Accords, from 13 days March 1.

The April 1 domestic new-car inventory was divided this way: GM, 56.00 percent; Ford Motor Co., 24.45 percent; Chrysler Corp., 14.01 percent; AMC, 3.39 percent; VWoA, 1.67 percent, and Honda, 0.48 percent.

A month earlier, the domestic inventory was divided as follows: GM, 56.85 percent; Ford Motor Co., 24.36 percent; Chrysler Corp., 13.54 percent; AMC, 3.38 percent; VWoA, 1.53 percent, and Honda, 0.34 percent.

• By size class, subcompact and compact segments were above the industry average in days supply and intermediate, standard and luxury below it, but

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Service Index scores history's biggest gain

By Francis J. Gawronski
Service Editor

A long-standing Service Index record was shattered in February when the service and parts business in the nation's new-car dealerships increased by 26.2 percent over the volume reported for the same month in 1983.

The highest previous rate of increase for any month since the Service Index was established by Automotive News in 1961 occurred in November, 1971, when volume jumped 22.1 percent over that for same year-earlier month.

February also marked the 10th consecutive month in which shop volume registered an increase over the year-earlier month.

Dealers attributed February's record advance to a variety of reasons. However, the most frequently mentioned reason was the general improvement in the economy.

"People really believe the recession is over and are spending more for the repair of their cars," a dealer in the East noted. "Gasoline prices have stabilized at a reasonable price and people are driving more and spending more on their vehicles."

Another dealer said the upswing in new-car sales during the past year has a direct bearing on increased shop volume "because people are bringing their vehicles into the dealer-

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SERVICE INDEX
126.2*

	Feb., '84 vs. Feb., '83	2 mos., '84 vs. 2 mos., '83
Gross Profit on All Labor and P&A Sales	+25.6%	+22.0%
Repair Orders Written	+22.0%	+14.5%
Total Labor Sales (Customer & Warranty)	+24.1%	+18.5%
Shop Parts Sales (Customer & Warranty)	+31.5%	+26.6%
Sales of All Parts and P&A	+28.7%	+27.6%

*—Survey by Automotive News shows that dealers' service and parts business in Feb., 1984, was 126.2 percent of business in Feb., 1983. Service business in the two months of 1984 was 122.0 percent of business in the corresponding period in 1983.

GM-Toyota venture wins FTC blessing

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — As expected, FTC, by a vote of 3 to 2, last week gave its final approval to the General Motors-Toyota joint venture to build small cars at GM's plant in Fremont, Calif.

But, in fact, the actual incorporation of NUMMI (New United Motor Mfg., Inc.) occurred Feb. 22 because the commission voted—again by that 3-to-2 margin—to allow it to happen before the end of the waiting period required by the Hart-Scott-Rodino Act.

Controversy is still swirling about both actions and Chrysler Corp. has filed suit to block the deal and to force the FTC to release more data.

Rep. James J. Florio, New Jersey Democrat, has introduced a bill for a moratorium on mergers and joint ventures (specifically ones like the GM/Toyota deal). But even if it were to beat all odds and become law this year, neither it nor the Chrysler suit would be likely to have any effect. Once an omelet is made, it is difficult to return it to eggs.

Chrysler last week said that the FTC action "comes as no surprise. It merely confirms that this whole sad story has demonstrated from the beginning that these three commissioners are determined not to be confused by the facts."

Chrysler said it continues to believe that the GM-Toyota venture is an illegal combination between two of the three biggest and strongest car companies in the world and that it "clearly violates the nation's antitrust laws."

GM Chairman Roger B. Smith will be in Japan this week. He will visit Isuzu and Suzuki and will make a "courtesy call" at Toyota.

• The reality is that NUMMI will exist for 12 years (from the date the first car is made or

Continued on Page 69, Col. 1

New Buick, Olds and Cadillac models draw upscale import trades

GM C-cars enjoy rousing welcome

By Richard Johnson
Staff Writer

Customer response to General Motors' new front-wheel-drive C-cars has been excellent in the first days since the downsized Buicks, Oldsmobiles, and Cadillacs went on sale, according to an Automotive News survey.

Enthusiasm is tempered somewhat by limited availability of the 1985-model luxury cars, which include the Oldsmobile Ninety-Eight Regency and Regency Brougham, Buick Electra, Electra T-type and Park Avenue, and Cadillac DeVille and Fleetwood.

But while supplies are low, GM has plans to nearly double the current output of front-drive C-cars, and most dealers say they expect the new-generation autos to be plentiful by early summer.

Meanwhile, many retailers are breathing a sigh of relief over the way the C-cars have been received since they went on sale April 5.

Several dealers have admitted

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breaking news

$4,995 is target of Chevy Sprint in Puerto Rico

SAN JUAN, Puerto Rico.—Chevrolet this week will introduce its new Chevrolet Sprint here at an aimed-for price of $4,995. Currently, the lowest-priced General Motors car in Puerto Rico is a Chevette at $6,400. In the U. S., Chevrolet prices a Chevette Scooter at $4,990.

Coming: A Golf that will go

DETROIT.—Coming down the road from Wolfsburg and Troy: A Golf GTI powered by a 16-valve 1.9 liter engine for the U. S. Gauges will be digital, tires lower profile. Engineers are working on the GTI now, but it won't be the first GTI with the new Golf body. That one is due next year, and will be powered by an engine with more pep than the present 1.8-liter. The 1.8 will be standard on all Golfs next year.

GM buyers get $10,000 seat-belt insurance

DETROIT.—In an effort to increase seat-belt usage, General Motors is including a one-year $10,000 seat belt user insurance certificate at no extra cost with every new GM car

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